

NSRI Corporate Commitments and Comments

The NSRI targets for packaged and restaurant food are for 2012 and 2014. Companies can commit to working toward either or both 2012 and 2014 targets for a given category. Companies committing to working toward a 2014 target may already be meeting the 2012 target in that category, as noted below.

Company	NSRI Target Commitments ¹	NSRI Targets Already Met	Company Comment
Au Bon Pain	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Sandwiches with ham and cured meat (2012, 2014) • Sandwiches with luncheon meat (2012, 2014) • Other sandwiches (2012, 2014) • Breakfast sandwiches not on a biscuit (2012, 2014) • Soup (2014) • Sweet yeast breads (2012, 2014) 	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Chicken and fish sandwiches (2014) • Soup (2012) 	<p>“We were on board with the NSRI’s guidelines from their initial work over a year ago. We have already used the guidelines to make great progress with sodium levels in our chicken and several of our soup varieties and are committed to making further progress well ahead of the 2012 timelines.”</p> <p style="text-align: right;">– Sue Morelli, President and CEO of Au Bon Pain</p>
Boar's Head	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Cold cuts (2014) • Pepperoni and dry salami (2014) • Cooked sausage (2014) • Uncooked sausage (2012, 2014) • Bacon (2014) • Processed cheese (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Cold cuts (2012) • Pepperoni and dry salami (2012) • Cooked sausage (2012) • Hot dogs (2012, 2014) • Bacon (2012) • Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese (2012, 2014) • Cream cheese (2012, 2014) • Processed cheese (2012) • Mayonnaise and mayonnaise-type dressing (2012, 2014) • Barbecue sauce, ketchup, marinades, and steak sauce (2012, 2014) 	<p>“We are thrilled to be the first deli company in America to sign on and meet the 2012 targets in many product categories, just as we have for the past 25 years. We look forward to getting even more of our products to meet the Initiative’s 2014 targets.”</p> <p style="text-align: right;">– RuthAnn LaMore, Director of Communications, Boar's Head Provisions Co., Inc.</p>
FreshDirect	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Cakes, snack cakes, muffins, and toaster pastries (2014) • Major main entrée sauce (2014) • Salsa, dips, and dipping sauce (2012) • Frozen and refrigerated pizza (2014) • Refrigerated entrees and sides (2012) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Cakes, snack cakes, muffins, and toaster pastries (2012) • Cookies (2012, 2014) • Crackers (2012, 2014) • Breakfast cereals, heavy weight (2012, 2014) • Uncooked sausage (2012, 2014) • Uncooked whole muscle meat and poultry (2012, 2014) • Cream cheese (2012, 2014) • Salad dressing (2012, 2014) • Major main entrée sauce (2012) • Minor main entrée sauce (2012, 2014) • Barbecue sauce, ketchup, marinades, and steak sauce (2012, 2014) • Asian-style condiments (2012, 2014) • Flavored chips (2012, 2014) 	<p>“It is important for food manufacturers like FreshDirect to get behind this health initiative, and we’re excited to be a part of it. The National Salt Reduction Initiative gives us a great opportunity to make a positive impact in our community’s health. Thanks to the Initiative’s targets, we now have a structure to continue to make positive changes in our food products.”</p> <p style="text-align: right;">– Maggie Moon, MS, RD, Corporate Nutritionist for FreshDirect.</p>

		<ul style="list-style-type: none"> • Broth and stock (2012, 2014) • Frozen and refrigerated pizza (2012) • Nut butters (2012, 2014) 	
Goya	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Canned beans (2012, 2014) 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Minor main entrée sauce (2012) • Dry soup (2012) 	<p>“Goya Foods has already begun providing consumers with low-sodium alternatives with our line of low-sodium beans and condiments, and we’re proud to be joining the National Salt Reduction Initiative in its endeavor to reduce national salt consumption. We will continue to expand our low-sodium product portfolio as a part of our overall strategy and welcome the support of this great partnership.”</p> <p>– Joseph Pérez, Senior Vice President</p>
Hain Celestial	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Crackers (Health Valley 2012, 2014) • French toast, pancakes, and waffles (Earth’s Best 2012, 2014) • Frozen and refrigerated meat substitutes (Yves, WestSoy 2012, 2014) • Salad dressing (Spectrum 2012, 2014) • Major main entrée sauce (Walnut Acres 2012, 2014) • Barbecue sauce, ketchup, marinades, and steak sauce (Westbrae 2012, 2014) • Flavored chips (Terra, Garden of Eatin 2012, 2014) • Unflavored chips (Terra, Garden of Eatin 2012, 2014) • Frozen entrees and sides ≥ 10 oz per serving (Ethnic Gourmet, Rosetto 2012, 2014) • Seasoned pasta and stuffing (Casbah 2012, 2014) • Canned vegetables (Westbrae, Yves 2012, 2014) • Baked beans (Walnut Acres 2012, 2014) • Canned beans (Westbrae 2012, 2014) 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Breads and rolls (Arrowhead Mills 2012) • Tortillas and wraps (Garden of Eatin 2012) • Cakes, snack cakes, muffins, and toaster pastries (Health Valley 2012) • Cookies (Health Valley 2012) • Instant hot cereal (Arrowhead Mills, Earth’s Best 2012) • Breakfast cereals, light and medium weight (Arrowhead Mills, Health Valley 2012) • Breakfast cereals, heavy weight (Arrowhead Mills, Health Valley 2012) • Margarine and other spreads (Spectrum 2012) • Mayonnaise and mayonnaise-type dressing (Spectrum 2012) • Minor main entrée sauce (Imagine 2012) • Salsa, dips, and dipping sauce (Walnut Acres, Ethnic Gourmet 2012) • Canned soup (Health Valley, Imagine 2012) • Broth and stock (Health Valley, Imagine 2012) • Frozen and refrigerated pizza (Earth’s Best 2012) • Canned chili, pasta, and hash (Health Valley 2012) • Nut butters (Marantha, Arrowhead Mills 2012) 	
Heinz	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Major main entrée sauce (2012) • Barbecue sauce, ketchup, marinades, and steak sauce (Ketchup 2012) 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Frozen entrees and sides < 6 oz per serving (Bagel Bites 2012) 	
Kraft	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Bacon (2012) • Plan to meet or exceed the 2012 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Tortillas and wraps (2012) 	<p>“We applaud New York City for bringing greater focus to the need for sodium reduction in American</p>

	<p>sodium reduction targets in 50% of the relevant NSRI categories, which represents the large majority of the foods that we sell.</p> <ul style="list-style-type: none"> • Working toward a 10% average sodium reduction across our North American food portfolio. 		<p>diets. We believe that this public and transparent voluntary program can truly benefit both the food industry and consumers. We fully support the intent of the National Salt Reduction Initiative because we share the goal of reduced sodium, and have been working to lower sodium in our products for several years.”</p> <p>– Rhonda Jordan, President of Health & Wellness, Kraft Foods</p>
LiDestri	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Major main entrée sauce (Francesco Rinaldi 2012, 2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Salsa, dips, and dipping sauce (Spike’s Santa Fe Salsa 2012, 2014) 	<p>“The Francesco Rinaldi brand has long been a leader in offering low sodium alternatives in the pasta sauce category, and we are proud to join the National Salt Reduction Initiative as we continue our commitment to this cause. Over the next four years we will work to gradually lower sodium levels in all our pasta sauces in order to meet the targets established by the initiative as we continue to offer consumers the same great tasting products.</p> <p>– Cynthia Reddeck-LiDestri, Wellness Director</p>
Mars Food US	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Seasoned grain mixes (2012, 2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Salad dressing (2012, 2014) • Major main entrée sauce (2012, 2014) • Minor main entrée sauce (2012, 2014) 	<p>“We applaud Mayor Bloomberg and the City of New York’s efforts to spearhead this initiative. The NSRI complements Mars Foods’ broader long-term strategy, and serves as an example of how public and private partnerships can positively affect health and nutrition efforts.”</p> <p>– Mike Wilson, Vice President, Research & Development, Mars Food US</p>
McCain Foods	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Frozen and refrigerated pizza (2012, 2014) • Corporate target of 10% reduction a year for the next three years <p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Fried potatoes and onion rings (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • French toast, pancakes, and waffles (2014) <p><i>Restaurant targets</i></p> <ul style="list-style-type: none"> • Breakfast sandwiches not on a biscuit (2014) • French fries (2014) • Fried potatoes and onion rings (2012) 	<p>“McCain Foods USA is pleased to join the National Salt Reduction Initiative in its efforts to reduce sodium intake. We look forward to working with the NSRI and the rest of the food industry in this important initiative. We believe that by addressing this issue as an industry and by working with NSRI, we can all be more effective in reaching our targets.”</p> <p>– Frank Finn, Chief Operating Officer, McCain Foods USA.</p>
Red Gold, Inc.	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Barbecue sauce, ketchup, marinades, and steak sauce (2012) • Canned whole tomatoes (2012, 2014) • Diced, crushed, and stewed tomatoes (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Major main entrée sauce (2012) • Minor main entrée sauce (2012, 2014) • Salsa, dips, and dipping sauce (2012, 2014) 	<p>“The Red Gold Company is excited to be part of the National Salt Reduction Initiative. Red Gold, a leading producer of premium quality tomato-based products, is committed to achieving the National Salt</p>

		<ul style="list-style-type: none"> • Diced, crushed, and stewed tomatoes (2012) 	<p>Reduction Initiative's targets. Reducing sodium in our products has been an ongoing initiative at Red Gold."</p> <p>– Tina Anderson, Vice President at Red Gold</p>
Starbucks	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Breakfast sandwiches not on a biscuit (2012, 2014) 	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Sandwiches with ham and cured meat (2012) • Savory yeast breads without additions (2014) • Cookies (2014) • Item maximum (2014) 	<p>"Starbucks continues to be committed to offering more nutritious food and beverage choices by reducing calories, fat and sodium in our food, introducing smaller-portioned items, and making it easier for customers to find the healthier options in our stores. We are proud to participate in this significant initiative to improve the health and well-being of American consumers."</p> <p>– Vivek Varma, Starbucks Senior Vice President of Public Affairs.</p>
Subway	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Sandwiches with ham and cured meat (2012, 2014) • Other sandwiches (2012, 2014) • Soup (2014) • Cookies (2012, 2014) 	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Chicken and fish sandwiches (2014) • Sandwiches with luncheon meat (2014) • Soup (2012) • Pizza (2014) 	<p>"We applaud the New York City Health Department and its efforts to reduce the amount of sodium in the food available to consumers. Reducing sodium in our food is a commitment we have made for our restaurants globally. We are proud to partner with the National Salt Reduction Initiative. It will provide an important barometer to help us measure the progress we are making."</p> <p>– Lanette Kovachi, Subway® Dietitian</p>
Unilever	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Margarine and other spreads (2012) • Major main entrée sauce (2012) • Nut butters (2012) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Salad dressing (2012) • Dry soup (2012) • Seasoned pasta and stuffing mixes (2012) • Seasoned grain mixes (2012) 	
Uno Chicago Grill	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Hamburgers (2014) • Cheeseburgers (2012, 2014) • Boneless breaded chicken (2012, 2014) • Chicken and fish sandwiches (2014) • Sandwiches with ham and cured meat (2014) • Other sandwiches (2012, 2014) • Pizza (2012, 2014) • French fries (2012, 2014) • Savory yeast breads with salty additions (2012, 2014) 	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Hamburgers (2012) • Bone-in breaded chicken (2014) • Breaded seafood (2014) • Chicken and fish sandwiches (2012) • Sandwiches with ham and cured meat (2012) • Fried potatoes and onion rings (2014) • Sweet quick breads (2014) • Pies and turnovers (2014) • Cookies (2014) 	
White Rose	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Crackers (2014) • French toast, pancakes, and waffles (2012, 2014) • Instant hot cereal (2012, 2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Crackers (2012) • Minor main entrée sauce (2012) • Frozen and refrigerated pizza 	<p>"We applaud Mayor Bloomberg for being a leader in a national initiative to improve the health and lifestyle of not just New Yorkers but of all Americans. White Rose</p>

	<ul style="list-style-type: none"> • Breakfast cereals, light and medium weight (2012, 2014) • Breakfast cereals, heavy weight (2012, 2014) • Grated hard cheese (2012, 2014) • Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese (2012, 2014) • Cream cheese (2012, 2014) • Cottage cheese (2012, 2014) • Processed cheese (2012, 2014) • Margarine and other spreads (2012, 2014) • Salted butter (2012, 2014) • Mayonnaise and mayonnaise-type dressing (2012, 2014) • Salad dressing (2012, 2014) • Major main entrée sauce (2012, 2014) • Minor main entrée sauce (2014) • Salsa, dips, and dipping sauce (2012, 2014) • Barbecue sauce, ketchup, marinades, and steak sauce (2012, 2014) • Asian-style condiments (2012, 2014) • Pretzels and snack mixes (2012, 2014) • Broth and stock (2012, 2014) • Dry soup (2012, 2014) • Frozen and refrigerated potatoes (2012, 2014) • Seasoned processed potatoes (2012, 2014) • Frozen entrees and sides < 6 oz per serving (2012, 2014) • Frozen entrees and sides 6-10 oz per serving (2012, 2014) • Frozen entrees and sides ≥ 10 oz per serving (2012, 2014) • Frozen and refrigerated pizza (2014) • Canned chili, pasta, and hash (2012, 2014) • Seasoned pasta and stuffing (2012, 2014) • Seasoned grain mixes (2012, 2014) • Frozen vegetables in sauce (2012, 2014) • Canned vegetables (2012, 2014) • Canned whole tomatoes (2012, 2014) • Diced, crushed, and stewed tomatoes (2012, 2014) • Vegetable juice (2012, 2014) • Baked beans (2012, 2014) • Canned beans (2012, 2014) • Nut butters (2014) 	<p>(2012)</p> <ul style="list-style-type: none"> • Nut butters (2012) 	<p>is working closely with all the suppliers who manufacture our White Rose Brand products to meet both the 2012 and 2014 NSRI targets.”</p> <p>– <i>Dan McQuade, Director of Category Management at White Rose</i></p>
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¹ Company commitment statements available at nyc.gov/health/nyc.